COMMERCIAL VS. NON-COMMERCIAL MEDIA

[Word or PowerPoint]

Background: Students will identify and explain the differences between commercial and non-commercial media providers.

WHAT YOU NEED TO DO:

Read / Watch the resources before answering the questions relating to them.

Open and use the following resources:

1 - Freeview TV guide
https://freeview.com.au/tv-guide

2 - ACMA Commercial TV rules
https://www.acma.gov.au/content-rules-commercial-tv

3 - Screen Australia
https://www.screenaustralia.gov.au/fact-finders/production-trends/australian-tv-vod

4 – Australian Broadcasting Act
https://www.legislation.gov.au/C2004A02723/latest/text

Curriculum requirements:

Media Languages:
- Features of commercial and non-commercial media.

Major institutions and independents:
- Comparing commercial and non-commercial media in terms of: Budgets, Production costs (unit 3).
- Comparing commercial and non-commercial media in terms of: Production types, sources of revenue (unit 4).

Production contexts
- Controls and constraints in commercial and non-commercial entertainment media production.

YEAR 12 TASK 6 (10%) MEDIA PRODUCTION & ANALYSIS DUE TERM 3 WEEK 4

1. Create and complete the following table:

	Commercial	Non-Commercial
TV stations	7, 9, 10	ABC, SBS
Radio media	97.3, 92.9	ABC radio, triple J
Print media	Mandurah Mail, daily telegraph, herald sun, the west australian	Independent Australian
Websites (news)	News.com, 9 news,	Abc.net,
Sources of revenue		
Relating to TV stations:		
Productions ***(Resource 1 – Freeview TV guide)***		
Children's content	9 go,	Abc kids, abc family
Ownership	Private commercial companies and organisations	Government departments, and non-profit organisations
Controls & Constraints	Have a lot more controls because they are made by corporations and businesses, and to appeal to advertisers.	Only government controls and restraints
Budgets per show (high/low)	Usually higher budgets	Lower budgets

(20)

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Resource 2 – ACMA Commercial TV Rules

What is the ACMA? What does it do?

ACMA stands for Australian Communications and Media Authority, its an individual part of the government that regulates communications and media in Australia.

(1, 2)

What are the transmission quotas for Commercial TV?
(Read the info via the 3 squares (Australian Content on Commercial TV))

At least 55% of broadcast shown between 6am and midnight must be Australian Programs and 1,460 hours of Australian content between 6 am and midnight on non-primary channels.

(2)

Resource 3 – Screen Australia – go to "titles produced"

Explain which network/station produces the most Children's TV shows

In Australia most childrens tv shows are produced my the ABC corporation.

(2)

Resource 4 – Australian Broadcasting Corporation Act 1983

Read section 6 "Charter of the Corporation"
Explain several key roles and responsibilities of the ABC in Australian media

Topic: News services
Paragraph: The Corporation shall develop and maintain an independent service for the broadcasting of news and information by the Corporation. The Corporation must broadcast daily from each broadcasting service regular sessions of news and information relating to current events in and out of Australia.
Topic: Publication of journals etc. and making etc. of sound recordings etc.
Paragraph: The Corporation may compile, prepare, issue, circulate and distribute literary material (including the program schedules of broadcasting services provided by the Corporation and other persons); and make, promote, circulate and distribute cinematograph films and sound recordings of, or relating to programs of the Corporation and public concerts and other public entertainment.
Topic: Advertisements
Paragraph: The Corporation shall not broadcast advertisements on any of the Corporation's broadcasting services.

(9)

TOTAL of 36